

## INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Mentzer Media Services**  
**Attention: Accounts Payable**  
**600 Fairmont Ave**  
**Suite 306**  
**Towson, MD 21286**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
944089-1	08/26/12	August 2012	07/30/12 - 08/26/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Crossroads GPS	CROSSROADS GPS	1955

Flight Dates	Order #	Alt Order #
08/23/12 - 08/29/12	944089	06289626

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/23/12	08/24/12	WPBF News 25 Mornings 6-7AM		---TF--	:30	2	\$450.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	08/23/12	6:28 AM	WPBF News 25 Mornings	6-7AM	:30	FLSNTV01GPH	\$450.00 NM
1	WPBF	F	08/24/12	6:09 AM	WPBF News 25 Mornings	6-7AM	:30	FLSNTV01GPH	\$450.00 NM
2	08/23/12	08/24/12	Good Morning America	7-9AM	---TF--	:30	2	\$525.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/23/12	8:42 AM	Good Morning America	7-9AM	:30	FLSNTV01GPH	\$525.00 NM
3	WPBF	F	08/24/12	8:46 AM	Good Morning America	7-9AM	:30	FLSNTV01GPH	\$525.00 NM
3	08/23/12	08/24/12	WPBF News 25 @ Noon 12pm-1230pm		---TF--	:30	2	\$325.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	08/23/12	12:09 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FLSNTV01GPH	\$325.00 NM
1	WPBF	F	08/24/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FLSNTV01GPH	\$325.00 NM
4	08/23/12	08/24/12	Dr. Oz	4-5p	---TF--	:30	2	\$525.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	08/23/12	4:16 PM	Dr. Oz	4-5p	:30	FLSNTV01GPH	\$525.00 NM
1	WPBF	F	08/24/12	4:15 PM	Dr. Oz	4-5p	:30	FLSNTV01GPH	\$525.00 NM
5	08/23/12	08/24/12	M-F 5pm News	5-6pm	---TF--	:30	2	\$475.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	08/23/12	5:14 PM	M-F 5pm News	5-6pm	:30	FLSNTV01GPH	\$475.00 NM
1	WPBF	F	08/24/12	5:14 PM	M-F 5pm News	5-6pm	:30	FLSNTV01GPH	\$475.00 NM
6	08/23/12	08/24/12	WPBF News 25 @ 6:00PM 6-6:30PM		---TF--	:30	2	\$700.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)

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**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
944089-1	08/26/12	August 2012	07/30/12 - 08/26/12
Advertiser		Product	Estimate Number
Crossroads GPS		CROSSROADS GPS	1955

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	---TF--				2	\$700.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	08/23/12	6:21 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FLSNTV01GPH	\$700.00 NM
1	WPBF	F	08/24/12	6:21 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FLSNTV01GPH	\$700.00 NM
7	08/23/12	08/24/12	Wheel Of Fortune	7-7:30PM	---TF--	:30	2	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	---TF--				2	\$1,500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	08/23/12	7:12 PM	Wheel Of Fortune	7-7:30PM	:30	FLSNTV01GPH	\$1,500.00 NM
1	WPBF	F	08/24/12	7:07 PM	Wheel Of Fortune	7-7:30PM	:30	FLSNTV01GPH	\$1,500.00 NM
8	08/23/12	08/24/12	Jeopardy	7:30-8PM	---TF--	:30	2	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	---TF--				2	\$1,700.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	08/23/12	7:52 PM	Jeopardy	7:30-8PM	:30	FLSNTV01GPH	\$1,700.00 NM
1	WPBF	F	08/24/12	7:51 PM	Jeopardy	7:30-8PM	:30	FLSNTV01GPH	\$1,700.00 NM
9	08/23/12	08/24/12	Nightline	11:35-12:05AM	---TF--	:30	2	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	---TF--				2	\$500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/23/12	12:01 AM	Nightline	11:35-12:05AM	:30	FLSNTV01GPH	\$500.00 NM
2	WPBF	F	08/24/12	12:02 AM	Nightline	11:35-12:05AM	:30	FLSNTV01GPH	\$500.00 NM
10	08/23/12	08/26/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	---TF-S	:30	3	\$875.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	---TF-S				3	\$875.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Th	08/23/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	FLSNTV01GPH	\$875.00 NM
1	WPBF	F	08/24/12	11:33 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	FLSNTV01GPH	\$875.00 NM
2	WPBF	Su	08/26/12	11:24 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	FLSNTV01GPH	\$875.00 NM
11	08/24/12	08/24/12	SHARK TANK	8-9PM	----1--	:30	1	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	----1--				1	\$1,400.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/24/12	8:20 PM	SHARK TANK	8-9PM	:30	FLSNTV01GPH	\$1,400.00 NM
12	08/25/12	08/25/12	Sat 8-9am News	Sat 8-9am	-----2-	:30	2	\$375.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	-----2-				2	\$375.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	08/25/12	8:10 AM	Sat 8-9am News	Sat 8-9am	:30	FLSNTV01GPH	\$375.00 NM
2	WPBF	Sa	08/25/12	8:44 AM	Sat 8-9am News	Sat 8-9am	:30	FLSNTV01GPH	\$375.00 NM
13	08/25/12	08/25/12	Sat 630pm News	630-7pm	-----1-	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	-----1-				1	\$325.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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Invoice #	Invoice Date	Invoice Month	Invoice Period
944089-1	08/26/12	August 2012	07/30/12 - 08/26/12
Advertiser	Product	Estimate Number	
Crossroads GPS	CROSSROADS GPS	1955	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	08/25/12	08/25/12	Sat 630pm News	630-7pm	-----1-	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 08/25/12 Sat 630pm News 630-7pm :00 \$325.00 NM									
See MG 13.2									
14	08/25/12	08/25/12	Nascar Cup Series	730pm-11:30pm	-----3-	:30	3	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/20/12 08/26/12 -----3- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 08/25/12 7:56 PM Nascar Cup Series 730pm-11:30pm :30 FLSNTV01GPH \$1,200.00 NM									
3 WPBF Sa 08/25/12 8:58 PM Nascar Cup Series 730pm-11:30pm :30 FLSNTV01GPH \$1,200.00 NM									
2 WPBF Sa 08/25/12 10:22 PM Nascar Cup Series 730pm-11:30pm :30 FLSNTV01GPH \$1,200.00 NM									
15	08/26/12	08/26/12	Chris Matthews	Sun 10-10:30AM	-----1	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/20/12 08/26/12 -----1 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 08/26/12 10:21 AM Chris Matthews Sun 10-10:30AM :30 FLSNTV01GPH \$200.00 NM									
17	08/26/12	08/26/12	AFV	7-8PM	-----1	:30	1	\$775.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/20/12 08/26/12 -----1 1 \$775.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 08/26/12 7:43 PM AFV 7-8PM :30 FLSNTV01GPH \$775.00 NM									
18	08/26/12	08/26/12	EXMO WL	Prime Other	-----1	:30	1	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/20/12 08/26/12 -----1 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 08/26/12 9:25 PM EXMO WL Prime Other :30 FLSNTV01GPH \$1,800.00 NM									
30	08/23/12	08/24/12	Dr. Oz M-F 9-10a	9-10a	---TF--	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/20/12 08/26/12 ---TF-- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 08/23/12 9:19 AM Dr. Oz M-F 9-10a 9-10a :30 FLSNTV01GPH \$275.00 NM									
2 WPBF F 08/24/12 9:56 AM Dr. Oz M-F 9-10a 9-10a :30 FLSNTV01GPH \$275.00 NM									
32	08/23/12	08/24/12	10-11a Anderson Cooper	10-11a	---TF--	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/20/12 08/26/12 ---TF-- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Th 08/23/12 10:48 AM 10-11a Anderson Cooper 10-11a :30 FLSNTV01GPH \$275.00 NM									
1 WPBF F 08/24/12 10:32 AM 10-11a Anderson Cooper 10-11a :30 FLSNTV01GPH \$275.00 NM									
34	08/26/12	08/26/12	Sun 6-7am News	Sun 6-7am	-----S	:30	2	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
08/20/12 08/26/12 -----S 2 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 08/26/12 6:12 AM Sun 6-7am News Sun 6-7am :30 FLSNTV01GPH \$100.00 NM									
2 WPBF Su 08/26/12 6:43 AM Sun 6-7am News Sun 6-7am :30 FLSNTV01GPH \$100.00 NM									

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Advertiser	Product	Estimate Number
Crossroads GPS	CROSSROADS GPS	1955

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<b>Total Spots</b>							<b>36</b>		

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$25,850.00</b>
<u>Agency Commission</u>	<b>\$3,877.50</b>
<u>Net Amount Due</u>	<b>\$21,972.50</b>